

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION HILE CHECKLIST

This checklist must be completed for each federal state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

| Candid | late/Issue | | \sim | RCC | |
|--------|--|--------------|--------------|-------------------------|-----------------|
| | Dates (if one folder is used per | | 101 | RCC 12/12-10/18/ | 12 |
| candid | ate, a separate checklist must be eted for each flight) | | | | <u>Initials</u> |
| 1. | Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17 | 7) | Date | 10/10/12 | BR |
| 2. | Original contract showing requested time (when available) | e ë | Date | : 1912/12 | Be |
| 3. | Updated contracts as order changes. | | Date | : | |
| 4. | Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount for each rebate), if any | | Date | : 19/21/12 | |
| | | By: Date: | Checklist Co | mpleted: Laughte 1/12 | |

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| Station and Location: | | | | D | ate: |
|------------------------|--|----------------------------|-----------------|-----------------------------|--------------------|
| | st station time cond | | | | |
| | Time of Day | | | | |
| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
| See Schedule | See Schedule | See Schedule | See Schedule | See Schedule | See Schedule |
| | | | | 46 | |
| Total Charg | jes: | | | | |
| This broadcast ti | me will be used by | :NRCC-IE | | | |
| Does the promessage re | rogramming (elating to any | in whole or political m | n part) o | communicate ational impo | e "a rtance?" |
| | ☐ Yes | | | □ No | |

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| For programming that "commur importance," list the name of the office(s) being sought and the di | e legally qualified ca | ating to any political matter of nat andidate(s) the programming refers (s) (if applicable): | ional s to, the |
|---|---|--|--|
| | | | |
| For programming that "commun importance," attach Agreed Upo | icates a message rel n Schedule (Page 3) | ating to any political matter of nati | onal |
| I represent that the payment for | the above described | broadcast time has been furnished | by: |
| National Republican Congression Keith Davis- Treasurer | nal Committee-IE | | |
| and you are authorized to annous furnishing the payment, if other | | for by such person or entity. The errson, is: | entity |
| a corporation; a comm | nittee; 🗌 an assoc | ation; 🗆 or other unincorpora | ted group. |
| The names, offices, and addresse agents of the entity are named be | | ive officers, directors, and/or authed separately): | orized |
| THIS STATION DOES NOT DIS | | | N THE BASIS |
| I agree to indemnify and hold harm reasonable attorney's fees, that may advertisement(s). For the above-st transcript, or tape, which will be before the time of the scheduled by | ensue from the broatated broadcast(s), delivered to the sta | adcast of the above-requested also agree to prepare a script, | _ |
| TO BE SIG | NED BY ISS | JE ADVERTISER | |
| Date S | ignature | 703-U(3-48) Contact Phone Numbe | The state of the s |
| // | | ON REPRESENTATIVE | = |
| Accepted | Accepted | l in Part | Rejected |
| Brian Roughtes Signature | Brian Ray Printee | Name VSM | |
| Converight © 2011 by the National Association of | of Broadcasters. May Not Be | Copied, Reproduced, or Further Distributed. | |



And:

National Media Inc. 815 Slaters Lane Alexandria, VA 22314

| | | Contract / Rev | /ision | | Alt Order # | |
|-----|------------------|----------------|---------|------|--------------|------------------|
| | | 923572 | 1 | | 07882030 | |
| Pro | duct | | | | | |
| NR | CC IE 2012 | | | | | |
| Co | tract Dates | Estimate # | | | | |
| 10 | 12/12 - 10/18/12 | 2603 | | | | |
| Ad | <u>vertiser</u> | | | Ori | iginal Date | Revision |
| NF | cc | | | C | 06/20/12 | / 06/20/12 |
| | | Billing Cycle | Billing | Cal | <u>endar</u> | Cash/Trade |
| | | EOM/EOC | Broado | ast | | Cash |
| | | Station | Accour | nt E | xecutive | Sales Office |
| | | WTAE | Bob Ca | ain | | Eagle-Philadelpl |
| | | Special Handl | ing | | | |
| | | Demographic | | | | |
| | | Adults 35+ | | | | |
| | | | | | | |
| | | IDB# | Adverti | ser | Code | Product Code |
| | | | 155 | | | 426 |
| | | Agency Ref | | | Advertiser | Ref |
| | | | | | | |
| | | | | | | |

Spots/ Length Week Start/End Time Rate Type Spots Amount *Line Ch Start Date End Date Description Days :30 NM \$275.00 5 - 6am WTAE 10/12/12 10/12/12 5-6am News Spots/Week **End Date** Weekdays Start Date <u>Rate</u> Week: 10/08/12 10/14/12 ----F--\$275.00 5-6am News 5 - 6am :30 NM 1 \$325.00 2 WTAE 10/15/12 10/15/12 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 \$325.00 10/21/12 M-----5 - 6am :30 NM \$325.00 WTAE 10/16/12 10/16/12 5-6am News 1 Spots/Week Start Date **End Date** Weekdays Rate Week: 10/15/12 10/21/12 \$325.00 5 - 6am :30 NM 1 \$325.00 WTAE 10/17/12 10/17/12 5-6am News Spots/Week Start Date **End Date** Weekdays Rate Week: 10/15/12 \$325.00 10/21/12 1 WTAE 10/18/12 10/18/12 5-6am News 5 - 6am :30 NM 1 \$325.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 10/15/12 10/21/12 ---T---1 \$325.00 :30 NM WTAE 10/12/12 10/12/12 6-7am News 6-7am 1 \$550.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 --F-1 \$550.00 WTAE 10/15/12 :30 NM 10/15/12 6-7am News 6-7am 1 \$650.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 M--1 \$650.00 WTAE 10/16/12 10/16/12 6-7am News 6-7am :30 NM 1 \$650.00 **End Date** Weekdays Spots/Week Start Date Rate Week: 10/15/12 10/21/12 1 \$650.00 WTAE 10/17/12 10/17/12 6-7am News 6-7am :30 NM 1 \$650.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 \$650.00 10/21/12 --W---1 10 WTAE 10/15/12 10/15/12 6-7am News 6-7am :30 NM 1 \$650.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$650.00 11 WTAE 10/16/12 10/16/12 6-7am News 6-7am :30 NM 1 \$650.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the specified

above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



| | | | Alt Order # 07882030 |
|----|------------------|--------------|-------------------------|
| Со | ntract Dates | Product | Estimate # |
| 10 | 12/12 - 10/18/12 | NRCC IE 2012 | 2603 |

Original Date / Revision vertiser 06/20/12 / 06/20/12

| | | Spots/ | | |
|--|--|-----------------------|--------------|----------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | e Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1 | <u>Rate</u> \$650.00 | | | |
| 12 WTAE 10/17/12 10/17/12 6-7am News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12W 1 | 6-7am <u>Rate</u> \$650.00 | :30 | NM 1 | \$650.00 |
| 13 WTAE 10/18/12 10/18/12 6-7am News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12T 1 | 6-7am <u>Rate</u> \$650.00 | :30 | NM 1 | \$650.00 |
| 14 WTAE 10/13/12 10/13/12 Sat 8-10am <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12S- 1 | 8-10am <u>Rate</u> \$300.00 | :30 | NM 1 | \$300.00 |
| 15 WTAE 10/14/12 10/14/12 Good Morning America Sun Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12S 1 | 7-8am <u>Rate</u> \$400.00 | :30 | NM 1 | \$400.00 |
| 16 WTAE 10/14/12 10/14/12 Sun 8-10am News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12S 1 | 8-10am <u>Rate</u> \$300.00 | :30 | NM 1 | \$300.00 |
| 17 WTAE 10/15/12 10/15/12 WTAE Noon News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1 | 12-12:30pm <u>Rate</u> \$500.00 | :30 | NM 1 | \$500.00 |
| 18 WTAE 10/17/12 | 12-12:30pm <u>Rate</u> \$500.00 | :30 | NM 1 | \$500.00 |
| 19 WTAE 10/12/12 10/12/12 6-6:30pm News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12F 1 | 6-6:30pm <u>Rate</u> \$800.00 | :30 | NM 1 | \$800.00 |
| 20 WTAE 10/15/12 10/15/12 6-6:30pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1 | 6-6:30pm <u>Rate</u> \$850.00 | :30 | NM 1 | \$850.00 |
| 21 WTAE 10/16/12 10/16/12 6-6:30pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1 | 6-6:30pm <u>Rate</u> \$850.00 | :30 | NM 1 | \$850.00 |
| 22 WTAE 10/17/12 10/17/12 6-6:30pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 W 1 | 6-6:30pm <u>Rate</u> \$850.00 | :30 | NM 1 | \$850.00 |
| 23 WTAE 10/18/12 10/18/12 6-6:30pm News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12T 1 | 6-6:30pm <u>Rate</u> \$850.00 | :30 | NM 1 | \$850.00 |
| 24 WTAE 10/13/12 10/13/12 Sat Early News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 S- 1 | 6-630p / 7-730p <u>Rate</u> \$550.00 | :30 | NM 1 | \$550.00 |
| 25 WTAE 10/14/12 10/14/12 Sun Early News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 S 1 | 630-7p <u>Rate</u> \$550.00 | :30 | NM 1 | \$550.00 |
| 26 WTAE 10/12/12 10/12/12 Inside Edition Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 F 1 | 7-7:30pm <u>Rate</u> \$700.00 | :30 | NM 1 | \$700.00 |
| 27 WTAE 10/15/12 10/15/12 Inside Edition Start Date End Date Weekdays Spots/Week | 7-7:30pm <u>Rate</u> | :30 | NM 1 | \$750.00 |

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| - 1 | | Contract / Revision | Alt Order # |
|--------|---------------|---------------------|-------------|
| | | 923572 / | 07882030 |
| Contro | est Dates | Droduct | Estimate # |
| Contra | ct Dates | <u>Product</u> | Estimate # |
| 10/12/ | 12 - 10/18/12 | NRCC IE 2012 | 2603 |

Original Date / Revision Ad vertiser 06/20/12 / 06/20/12

| | | Spots/ | | | |
|--|--|---|--------------------------|---|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spot | S | Amount |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1 | <u>Rate</u> \$750.00 | | | | |
| 28 WTAE 10/16/12 10/16/12 Inside Edition Start Date | 7-7:30pm <u>Rate</u> \$750.00 | :30 | MM | 1 | \$750.00 |
| 29 WTAE 10/17/12 10/17/12 Inside Edition Start Date | 7-7:30pm <u>Rate</u> \$750.00 | :30 | NM | 1 | \$750.00 |
| 30 WTAE 10/18/12 10/18/12 Inside Edition Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12T 1 | 7-7:30pm <u>Rate</u> \$750.00 | :30 | NM | 1 | \$750.00 |
| 31 WTAE 10/12/12 10/12/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12F 1 | 7:30-8pm <u>Rate</u> \$750.00 | :30 | NM | 1 | \$750.00 |
| 32 WTAE 10/15/12 10/15/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1 | 7:30-8pm <u>Rate</u> \$850.00 | :30 | NM | 1 | \$850.00 |
| 33 WTAE 10/16/12 10/16/12 Entertainment Tonight Start Date | 7:30-8pm <u>Rate</u> \$850.00 | :30 | NM | 1 | \$850.00 |
| 34 WTAE 10/17/12 10/17/12 Entertainment Tonight Start Date | 7:30-8pm <u>Rate</u> \$850.00 | :30 | NM | 1 | \$850.00 |
| 35 WTAE 10/18/12 10/18/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12T 1 | 7:30-8pm <u>Rate</u> \$850.00 | :30 | NM | 1 | \$850.00 |
| 36 WTAE 10/17/12 10/17/12 Wed ABC Prime A Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12W 1 | 8-9pm <u>Rate</u> \$3,200.00 | :30 | NM | 1 | \$3,200.00 |
| E 37 WTAE 10/14/12 10/14/12 Sun ABC Prime B Start Date | 8-9pm <u>Rate</u> \$3,000.00 | :30 | NM | 1 | \$3,000.00 |
| Spot Ch Date Range Description 1 WTAE 10/08/12-10/14/12 Sun ABC Prime B See MG 37.2 | Start/End Time 8-9pm | <u>Weekdays Length Rate</u> St :30 \$3,000.00 | <u>Type</u> <i>NM</i> | | |
| 2 WTAE 10/08/12-10/14/12 Sun ABC Prime C ⊕ See MG 37.3 3 WTAE 10/08/12-10/14/12 Sun ABC Prime D | 9- <i>10pm</i> 10-11pm | sı :30 \$3,000.00 sı :30 \$3,000.00 | <i>NM</i> NM | | |
| MG for 37.2 10/14 | | | | | |
| 38 WTAE 10/12/12 10/12/12 M-Sun 11pm News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 F 1 | M-Su 11-11:35pi <u>Rate</u> \$950.00 | n :30 | MM | 1 | \$950.00 |
| 39 WTAE 10/15/12 10/15/12 M-Sun 11pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1 | M-Su 11-11:35pi <u>Rate</u> \$1,000.00 | n :30 | NM | 1 | \$1,000.00 |
| 40 WTAE 10/16/12 10/16/12 M-Sun 11pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1 | M-Su 11-11:35pi <u>Rate</u> \$1,000.00 | n :30 | NM | 1 | \$1,000.00 |
| 41 WTAE 10/17/12 10/17/12 M-Sun 11pm News | M-Su 11-11:35pr | n :30 | NM | 1 | \$1,000.00 |

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| | Contract / Revision 923572 / | 1 | Alt Order # 07882030 |
|---|---------------------------------|---|-------------------------|
| ntract <u>Dates</u> 12/12 - 10/18/12 | Product NRCC IE 2012 | | Estimate # 2603 |
| vertiser | | | nal Date / Revision |

| | | | Spots/ | | | | |
|--|--|------|-------------|------|------|-------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days | Length Week | Rate | Туре | Spots | Amount |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 w 1 | <u>Rate</u> \$1,000.00 | | | | | | |
| 42 WTAE 10/18/12 10/18/12 M-Sun 11pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 T 1 | M-Su 11-11:35pt <u>Rate</u> \$1,000.00 | n | :30 | | NM | 1 | \$1,000.00 |
| | | | Total | S | | 42 | \$32,975.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|-------------|
| 10/01/12 -10/18/12 | 42 | \$32,975.00 | \$28,028.75 |
| Totals | 42 | \$32,975.00 | \$28,028.75 |

| Signature: Date: | |
|------------------|--|
|------------------|--|

TERMS AND STANDARY CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcas, advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

(a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed here under prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the ad ual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station he eunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder. Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1954, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed cancelled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the cancelled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given; but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast levelunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from previsions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

face hereof

| (b) The Station shall exercise normal precautions in handling of materials and other property furnished by the Agency in connection with broadcasts hereunder, connection with broadcasts except after its prior approval. | croperty and mail, but assumes no liability for loss or damage to program or commercia he Station will not accept or process mail, correspondence, or telephone calls in |
|--|---|
|--|---|

- Agency is acting as agent for a disclosed principal (i.e., the A vertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser and the Advertiser of a carriangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in darger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other adjective and agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be defined given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]



And:

National Media Inc. 815 Slaters Lane Alexandria, VA 22314

| | | Contract / Rev | <u>rision</u> | | Alt Order # | |
|-----|-----------------|----------------|-------------------|------|--------------|-----------------|
| | | 923572 | 1 | - 1 | 07882030 | a 12 |
| Pro | duct | | | | | |
| | C IE 2012 | | | | | |
| Co | tract Dates | Estimate # | | | | |
| 10/ | 2/12 - 10/18/12 | 2603 | | | | |
| Ad | ertiser | | | Ori | ginal Date / | Revision |
| NR | cc | | | 1 | 0/17/12 | / 10/17/12 |
| | | Billing Cycle | Billing | Cale | <u>endar</u> | Cash/Trade |
| | | EOM/EOC | Broado | ast | | Cash |
| | | Station | Account Executive | | xecutive | Sales Office |
| | | WTAE | Bob Ca | ain | | Eagle-Philadelp |
| | | Special Handl | ing | | | |
| | | | | | | |
| | | Demographic | | | | |
| | | Adults 35+ | | | | |
| | | | | | | |
| | | | | | | |
| | | IDB# | Advert | iser | Code | Product Code |
| | | | 155 | | | 426 |
| | | Agency Ref | | | Advertiser | Ref |
| | | | | | | |
| | | | | | | |

Spots/ Start/End Time Days Length Week Rate Type Spots Amount *Line Ch Start Date End Date Description :30 NM \$275.00 5 - 6am WTAE 10/12/12 10/12/12 5-6am News Spots/Week Rate Start Date **End Date Weekdays** Week: 10/08/12 10/14/12 --F--\$275.00 :30 NM 1 \$325.00 5-6am News 5 - 6am WTAE 10/15/12 10/15/12 Weekdays Spots/Week Rate Start Date **End Date** \$325.00 Week: 10/15/12 10/21/12 M-----1 5 - 6am :30 NM 1 \$325.00 WTAE 10/16/12 10/16/12 5-6am News Spots/Week **End Date** Rate Start Date <u>Weekdays</u> \$325.00 Week: 10/15/12 10/21/12 NM \$325.00 :30 1 5 - 6am WTAE 10/17/12 10/17/12 5-6am News Start Date Spots/Week **End Date** Weekdays Rate \$325.00 Week: 10/15/12 10/21/12 -W---1 \$325.00 5-6am News 5 - 6am :30 NM 1 WTAE 10/18/12 10/18/12 Spots/Week Rate **End Date** Weekdays Start Date \$325.00 10/21/12 ---T---1 Week: 10/15/12 :30 NM 1 \$550.00 10/12/12 6-7am News 6-7am WTAE 10/12/12 Spots/Week Rate **End Date** Weekdays Start Date \$550.00 1 Week: 10/08/12 10/14/12 --F-6-7am :30 NM 1 \$650.00 10/15/12 6-7am News WTAE 10/15/12 Weekdays Spots/Week Start Date **End Date** Rate \$650.00 Week: 10/15/12 10/21/12 M-1 :30 NM \$650.00 1 WTAE 10/16/12 10/16/12 6-7am News 6-7am Spots/Week Start Date **End Date** Weekdays Rate \$650.00 Week: 10/15/12 10/21/12 1 NM \$650.00 10/17/12 6-7am News 6-7am :30 1 WTAE 10/17/12 **End Date** Weekdays Spots/Week Rate Start Date \$650.00 Week: 10/15/12 10/21/12 -W---1 :30 NM \$650.00 10 WTAE 10/15/12 10/15/12 6-7am News 6-7am Spots/Week Rate **End Date** Start Date Weekdays Week: 10/15/12 10/21/12 \$650.00 NM 6-7am \$650.00 11 WTAE 10/16/12 10/16/12 6-7am News

(* Line Transactions: N = New, E = Edited, D = Deleted)

payment in full is received by station. Payment by advertiser to agency or to service or payment by agency otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the specified

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain bligated to pay to station the amount of any bills rendered by station within the time specified and until service, shall not constitute payment to station. Station will not be bound by conditions, printed or above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or e



| | | | 07882030 |
|----|-----------------|--------------|------------|
| OI | tract Dates | Product | Estimate # |
| 0/ | 2/12 - 10/18/12 | NRCC IE 2012 | 2603 |

Original Date / Revision Advertiser 10/17/12 / 10/17/12

| | | Spots/ | | |
|--|--|-----------------------|--------------|----------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1 | <u>Rate</u> \$650.00 | | | |
| 12 WTAE 10/17/12 10/17/12 6-7am News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12W 1 | 6-7am <u>Rate</u> \$650.00 | :30 | NM 1 | \$650.00 |
| 13 WTAE 10/18/12 10/18/12 6-7am News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12T 1 | 6-7am <u>Rate</u> \$650.00 | :30 | NM 1 | \$650.00 |
| 14 WTAE 10/13/12 10/13/12 Sat 8-10am Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12S- 1 | 8-10am <u>Rate</u> \$300.00 | :30 | NM 1 | \$300.00 |
| 15 WTAE 10/14/12 10/14/12 Good Morning America Sun Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12S 1 | 7-8am <u>Rate</u> \$400.00 | :30 | NM 1 | \$400.00 |
| 16 WTAE 10/14/12 10/14/12 Sun 8-10am News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12S 1 | 8-10am <u>Rate</u> \$300.00 | :30 | NM 1 | \$300.00 |
| 17 WTAE 10/15/12 10/15/12 WTAE Noon News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1 | 12-12:30pm <u>Rate</u> \$500.00 | :30 | NM 1 | \$500.00 |
| 18 WTAE 10/17/12 10/17/12 WTAE Noon News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12W 1 | 12-12:30pm <u>Rate</u> \$500.00 | :30 | N M 1 | \$500.00 |
| 19 WTAE 10/12/12 10/12/12 6-6:30pm News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12F 1 | 6-6:30pm <u>Rate</u> \$800.00 | :30 | N M 1 | \$800.00 |
| 20 WTAE 10/15/12 10/15/12 6-6:30pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1 | 6-6:30pm <u>Rate</u> \$850.00 | :30 | NM 1 | \$850.00 |
| 21 WTAE 10/16/12 10/16/12 6-6:30pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1 | 6-6:30pm <u>Rate</u> \$850.00 | :30 | NM 1 | \$850.00 |
| 22 WTAE 10/17/12 10/17/12 6-6:30pm News Start Date | 6-6:30pm <u>Rate</u> \$850.00 | :30 | NM 1 | \$850.00 |
| 23 WTAE 10/18/12 10/18/12 6-6:30pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12T 1 | 6-6:30pm <u>Rate</u> \$850.00 | :30 | NM 1 | \$850.00 |
| 24 WTAE 10/13/12 10/13/12 Sat Early News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12S- 1 | 6-630p / 7-730p <u>Rate</u> \$550.00 | :30 | NM 1 | \$550.00 |
| 25 WTAE 10/14/12 10/14/12 Sun Early News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12S 1 | 630-7p <u>Rate</u> \$550.00 | :30 | NM 1 | \$550.00 |
| 26 WTAE 10/12/12 10/12/12 Inside Edition Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12F 1 | 7-7:30pm <u>Rate</u> \$700.00 | :30 | NM 1 | \$700.00 |
| 27 WTAE 10/15/12 10/15/12 Inside Edition Start Date End Date Weekdays Spots/Week | 7-7:30pm <u>Rate</u> | :30 | NM 1 | \$750.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



| | | | Alt Order # 07882030 |
|-----|-----------------|--------------|-------------------------|
| Cor | tract Dates | Product | Estimate # |
| 0/ | 2/12 - 10/18/12 | NRCC IE 2012 | 2603 |

Original Date / Revision Advertiser 10/17/12 / 10/17/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|----------------------------|--|--------------------------|------------|
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1 | <u>Rate</u> \$750.00 | | | |
| 28 WTAE 10/16/12 10/16/12 Inside Edition | 7-7:30pm | :30 | NM 1 | \$750.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -T 1 | <u>Rate</u> \$750.00 | | | |
| 29 WTAE 10/17/12 10/17/12 Inside Edition Start Date End Date Weekdays Spots/Week | 7-7:30pm Rate | :30 | NM 1 | \$750.00 |
| Week: 10/15/12 10/21/12w 1 | \$750.00 | | - 1111 | 0750.00 |
| 30 WTAE 10/18/12 10/18/12 Inside Edition Start Date End Date Weekdays Spots/Week | 7-7:30pm <u>Rate</u> | :30 | NM 1 | \$750.00 |
| Week: 10/15/12 10/21/12T 1 | \$750.00 | :30 | NM 1 | \$750.00 |
| 31 WTAE 10/12/12 10/12/12 Entertainment Tonight <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> | 7:30-8pm <u>Rate</u> | :30 | INIVI | \$750.00 |
| Week: 10/08/12 10/14/12F 1 32 WTAE 10/15/12 10/15/12 Entertainment Tonight | \$750.00 7:30-8pm | :30 | NM 1 | \$850.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 M 1 | Rate \$850.00 | | | |
| 33 WTAE 10/16/12 10/16/12 Entertainment Tonight | 7:30-8pm | :30 | NM 1 | \$850.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1 | <u>Rate</u> \$850.00 | | | |
| 34 WTAE 10/17/12 10/17/12 Entertainment Tonight | 7:30-8pm | :30 | NM 1 | \$850.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 W 1 | <u>Rate</u> \$850.00 | | | |
| N 35 WTAE 10/18/12 10/18/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week | 7:30-8pm Rate | :30 | NM 0 | \$0.00 |
| Week: 10/15/12 10/21/12T 1 | \$850.00 Start/End Time | Weekdays Length <u>Rate</u> | Туре | |
| <u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WTAE 10/15/12-10/21/12 Entertainment Tonight | 7:30-8pm | Th :30 \$850.00 | NM | |
| 26 WTAE 10/17/12 10/17/12 Wed ABC Prime A | 8-9pm | :30 | NM 1 | \$3,200.00 |
| Start Date End Date Weekdays Spots/Week | Rate \$3,200.00 | | | |
| E 37 WTAE 10/14/12 10/14/12 Sun ABC Prime B | 8-9pm | :30 | NM 1 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 S 1 | <u>Rate</u> \$3,000.00 | | | |
| <u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WTAE 10/08/12-10/14/12 Sun ABC Prime B | Start/End Time 8-9pm | <u>Weekdays</u> <u>Length</u> <u>Rate</u> St :30 \$3,000.00 | <u>Type</u> <i>NM</i> | |
| See MG 37.2 | , | St :30 \$3,000.00 | NM | |
| 2 WTAE 10/08/12-10/14/12 Sun ABC Prime C | 9-10pm | | | |
| 3 WTAE 10/08/12-10/14/12 Sun ABC Prime D → MG for 37.2 10/14 | 10-11pm | St :30 \$3,000.00 | NM | |
| 38 WTAE 10/12/12 10/12/12 M-Sun 11pm News | M-Su 11-11:35pi | n :30 | NM 1 | \$950.00 |
| Week: 10/08/12 | <u>Rate</u> \$950.00 | | | |
| 39 WTAE 10/15/12 10/15/12 M-Sun 11pm News Start Date End Date Weekdays Spots/Week | M-Su 11-11:35p Rate | n :30 | NM 1 | \$1,000.00 |
| Week: 10/15/12 10/21/12 M 1 | \$1,000.00 | - 20 | NIM 4 | ¢1 000 00 |
| 40 WTAE 10/16/12 10/16/12 M-Sun 11pm News | M-Su 11-11:35p | n :30 | NM 1 | \$1,000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| | Contract / Revision 923572 / | Alt Order # 07882030 |
|-----------------------|---------------------------------|--|
| | Product NRCC IE 2012 | Estimate # 2603 |
| dvertiser IRCC | | <u>Original Date / Revision</u> 10/17/12 / 10/17/12 |

| | | | Spots/ | _ | | |
|---|--|------|-------------|----------|-------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days | Length Week | Rate Typ | Spots | Amount |
| Week: 10/15/12 End Date Weekdays Spots/Week 10/15/12 10/21/12 -T 1 | <u>Rate</u> \$1,000.00 | | | | | |
| 41 WTAE 10/17/12 10/17/12 M-Sun 11pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12W 1 | M-Su 11-11:35pr <u>Rate</u> \$1,000.00 | 1 | :30 | NM | 1 | \$1,000.00 |
| 42 WTAE 10/18/12 10/18/12 M-Sun 11pm News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12T 1 | M-Su 11-11:35pr <u>Rate</u> \$1,000.00 | 1 | :30 | NN | 1 | \$1,000.00 |
| | | | Total | S | 41 | \$32,125.00 |

| Time Period | # of Spots | Gross Amount | Net Amount | |
|--------------------|------------|--------------|-------------|--|
| 10/01/12 -10/18/12 | 41 | \$32,125.00 | \$27,306.25 | |
| Totals | 41 | \$32,125.00 | \$27,306.25 | |

| Signature: | Da | ale | : | |
|------------|----|-----|---|--|
| Signature: | D | are | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict within above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

1.

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the adjust noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station he eunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder:
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable cont ol, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain publical candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast because.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) materials and other property furnis connection with broadcasts excep | shed by the Agency in connection with broadcasts hereunder. | operty and mail, but assumes no liability for loss or damage to program or commercial ne Station will not accept or process mail, correspondence, or telephone calls in |
|--|---|--|
| (c) | Agency is acting as agent for a disclosed principal (i.e., the Ad | vertiser named on the face hereof) and Agency will act as agent for making payment |

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Rate Type

\$550.00 NM



Billing Address:

Send Payment To:

Spots: # Ch

Day Air Date

10/12/12

Air Time Description

6:09 AM 6-7am News

WTAE

WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 Main: (412)242-4300

| Inv | oice # | Invoice Date | Invoice Month | Invoice Period |
|-----|----------|----------------|---------------|---------------------|
| 92 | 3572-1 | 10/21/12 | October 2012 | 10/01/12 - 10/18/12 |
| | | | | |
| Sta | tion Acc | ount Executive | Sales Offi | ce Sales Region |

Billing: (781)433-4283 ΑE Eagle-Philadelph National W Bob Cain www.thepittsburghchannel.com Advertiser Product Estimate Number **NRCC** NRCC IE 2012 2603 Flight Dates Order # Alt Order # National Media Inc. 10/12/12 - 10/18/12 923572 07882030 **Attention: Accounts Payable** 815 Slaters Lane Billing Calendar Billing Type Deal# Alexandria, VA 22314 Cash **Broadcast** Special Handling IDB# Advertiser Code Product Code P.O. Box 26887 Agency Ref Advertiser Ref Lehigh Valley, PA 18002-6887

INVOICE

| Line | Start Date | End Date | Description | Start/End Time | MTW | TFSS | Length | Spots/ Week | Rate | Туре | |
|------|-------------------------------|--|--|-----------------|------------------|--|--------|-------------------------------------|----------|--------------------------|--|
| 7 | 1 10/12/12 | 10/12/12 | 5-6am News | 5 - 6am | | -F | :30 | 1 | \$275.00 | NM | |
| | | Start Date 10/08/12 n <u>Day Air</u> TAE F 10 | End Date MTWTFSS 10/14/12 F r Date Air Time Desc /12/12 5:28 AM 5-6ar | 1 cription | | <u>Rate</u> 75.00 tart/End Time - 6am | | th <u>Ad-ID</u> 30 NRCCPA12 | 21005 🛭 | 2 10 2 2 2 2 | <u>Rate</u> <u>Type</u> \$275.00 NM |
| 2 | 2 10/15/12 | 10/15/12 | 5-6am News | 5 - 6am | M | | :30 | 1 | \$325.00 | NM | |
| | | <u>Start Date</u> 10/15/12 1 <u>Day</u> <u>Air</u> ΓΑΕ Μ 10 | 10/21/12 M Date Air Time Desc | 1 ription | \$3 | <u>Rate</u> 25.00 tart/End Time - 6am | | th Ad-ID 30 NRCCPA12 | 21005 🛭 | | <u>Rate</u> <u>Type</u> \$325.00 NM |
| 3 | 3 10/16/12 | 10/16/12 | 5-6am News | 5 - 6am | -T- | | :30 | 1 | \$325.00 | NM | |
| | | | End Date MTWTFSS 10/21/12 -T Date Air Time Desc /16/12 5:29 AM 5-6ar | 1 ription | \$3: <u>S</u> | Rate 25.00 tart/End Time - 6am | | <u>:h Ad-ID</u> :0 NRCCPA12 | 21005 🛭 | | <u>Rate</u> <u>Type</u> \$325.00 NM |
| 4 | 10/17/12 | 10/17/12 | 5-6am News | 5 - 6am | W | | :30 | 1 | \$325.00 | NM | |
| | | | End Date MTWTFSS 10/21/12 w Date Air Time Desc /17/12 5:40 AM 5-6an | 1 ription | \$33 <u>S</u> | Rate 25.00 art/End Time - 6am | | <u>h</u> <u>Ad-ID</u> 0 NRCCPA12 | 21005 🛭 | | Rate Type \$325.00 NM |
| 5 | 10/18/12 | 10/18/12 | 5-6am News | 5 - 6am | | | :30 | 1 | \$325.00 | NM | |
| | Weeks: Spots: # Ch 1 WT | Start Date 10/15/12 <u>Day</u> Air TAE Th 10/ | 10/21/12T <u>Date Air Time Descr</u> | 1 ription | \$32 <u>S</u> | Rate 25.00 art/End Time - 6am | | <u>h</u> <u>Ad-ID</u> 0 NRCCPA12 | 1005 🛭 | | Rate Type \$325.00 NM |
| 6 | 10/12/12 | 10/12/12 | 6-7am News | 6-7am | | F | :30 | 1 | \$550.00 | NM | |
| | Weeks: | Start Date 10/08/12 | End Date MTWTFSSF | Spots/Week 1 | | <u>Rate</u> 0.00 | | | | | |

Start/End Time

6-7am

Length Ad-ID

:30 NRCCPA121005 [



Send Payment To:
WTAE

P.O. Box 26887 Lehigh Valley, PA 18002-6887
 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 923 572-1
 10/21/12
 October 2012
 10/01/12 - 10/18/12

 Advertiser
 Product
 Estimate Number

 NRCC
 NRCC IE 2012
 2603

www.thepittsburghchannel.com

| www.thepittsburghchannel.com | | | | | | | |
|---|--------|------------------------|--------|--------------------------------|----------|------|---|
| Line Start Date End Date Description Start/End Tim | ne MTW | rfss | Length | Spots/ Week | Rate | Туре | |
| 6 10/12/12 10/12/12 6-7am News 6-7am | | -F | :30 | 1 | \$550.00 | NM | |
| 7 10/15/12 10/15/12 6-7am News 6-7am | M | | :30 | 1 | \$650.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Wee | | Rate 50.00 | | | | | |
| 10/15/12 10/21/12 M Spots: <u>#</u> Ch <u>Day Air Date Air Time Description</u> 1 WTAE M 10/15/12 6:08 AM 6-7am News | 9 | tart/End Time 7am | | h Ad-ID | 1005 🛮 | | Rate Type \$650.00 NM |
| 8 10/16/12 10/16/12 6-7am News 6-7am | | | :30 | 1 | \$650.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Wee | ek | Rate | | | | | |
| 10/15/12 10/21/12 -T Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> | 1 \$6 | 50.00 tart/End Time | | th Ad-ID | 21005 5 | | Rate Type \$650.00 NM |
| 1 WTAE Tu 10/16/12 6:14 AM 6-7am News | 6 | 7am | | 0 NRCCPA12 | 1003 | | \$650.00 NW |
| 9 10/17/12 10/17/12 6-7am News 6-7am | W | | :30 | 1 | \$650.00 | NM | 8.8 |
| Weeks: Start Date End Date MTWTFSS Spots/Wee 10/15/12 10/21/12 w | | <u>Rate</u> 50.00 | | | | | |
| Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WTAE W 10/17/12 6:22 AM 6-7am News | _ | tart/End Time 7am | | th <u>Ad-ID</u> 30 NRCCPA12 | 21005 🛚 | | <u>Rate Type</u> \$650.00 NM |
| 10 10/15/12 10/15/12 6-7am News 6-7am | M | | :30 | 1 | \$650.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Wee 10/15/12 10/21/12 M | | <u>Rate</u> 50.00 | | | | | |
| Spots: # Ch Day Air Date Air Time Description 1 WTAE M 10/15/12 6:57 AM 6-7am News | 9 | tart/End Time -7am | | th <u>Ad-ID</u> 30 NRCCPA12 | 21005 🛮 | | <u>Rate Type</u> \$650.00 NM |
| 11 10/16/12 10/16/12 6-7am News 6-7am | -т- | | :30 | 1 | \$650.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Wee 10/15/12 10/21/12 -T | | <u>Rate</u> 50.00 | | | | | ECOLOR SECURIO, A PERSONA A VERSON SECURIO A SANCARA A SECURIO. |
| Spots: # Ch Day Air Date Air Time Description | 9 | tart/End Time | | th Ad-ID | 1005 5 | | Rate Type |
| 1 WTAE Tu 10/16/12 6:40 AM 6-7am News | | -7am | | 30 NRCCPA12 | | | \$650.00 NM |
| 12 10/17/12 | N | | :30 | 1 | \$650.00 | NM | |
| Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS - W Spots/Wee | 1 \$6 | <u>Rate</u> 50.00 | | | | | |
| Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WTAE W 10/17/12 6:57 AM 6-7am News | | tart/End Time 7am | | th <u>Ad-ID</u> 30 NRCCPA12 | 21005 🛚 | | <u>Rate Type</u> \$650.00 NM |
| 13 10/18/12 10/18/12 6-7am News 6-7am | | Т | :30 | 1 | \$650.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Wee 10/15/12 10/21/12 T | | <u>Rate</u> 50.00 | | | | | |
| 10/15/12 10/21/12T Spots: # Ch Day Air Date Air Time Description | 1 20 | tart/End Time | Leng | th Ad-ID | | | Rate Type |
| 1 WTAE Th 10/18/12 6:27 AM 6-7am News | 6 | -7am | :3 | 30 NRCCPA12 | 21005 🛚 | | \$650.00 NM |
| 14 10/13/12 | | S- | :30 | 1 | \$300.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Wee 10/08/12 10/14/12 5- | | <u>Rate</u> 00.00 | | | | | |
| Spots: # Ch Day Air Date Air Time Description 1 WTAE Sa 10/13/12 8:12 AM Sat 8-10am | 93 | tart/End Time -10am | | th <u>Ad-ID</u> 30 NRCCPA12 | 21005 🛮 | | <u>Rate</u> <u>Type</u> \$300.00 NM |
| 15 10/14/12 10/14/12 Good Morning America S ₁ 7-8am | | S | :30 | 1 | \$400.00 | NM | |

INVOICE

Rate Type



Send Payment To: **WTAE**

P.O. Box 26887 Lehigh Valley, PA 18002-6887

Invoice Period Invoice Date **Invoice Month** Invoice # 923572-1 10/21/12 October 2012 10/01/12 - 10/18/12

Estimate Number Product Advertiser NECC NRCC IE 2012 2603

Spots: # Ch

Day Air Date

Air Time Description

| www.thepittsburghch | annel.com | | | | | | | | | |
|---------------------|-------------------------------|---|---------------------|-----|----------------------------|--------|--|----------|-------|---------------------------------|
| Line Start Date | End Data | Description | Start/End Time | MTI | TFSS | Length | Spots/ Week | Rate | Туре | |
| Line Start Date | | Description | | MIM | S | | 1 | \$400.00 | NM | |
| 15 10/14/12 | 10/14/12 | Good Morning America | a Si7-8am | | 5 | :30 | 1 | \$400.00 | INIVI | |
| Weeks: | Start Date | End Date MTWTFSS | Spots/Week 1 | ¢.4 | <u>Rate</u> 00.00 | | | | | |
| Spots: # C | 10/08/12 h Day Air | 10/11/12 | | | tart/End Time | Leng | th Ad-ID | | | Rate Type |
| | TAE Su 10 | | Morning America Sun | 7 | -8am | :3 | 30 NRCCPA12 | 1005 🛚 | | \$400.00 NM |
| 16 10/14/12 | 10/14/12 | Sun 8-10am News | 8-10am | | S | :30 | 1 | \$300.00 | NM | |
| Weeks: | Start Date | | Spots/Week | • | Rate | | | | | |
| Spots: # C | 10/08/12 h Day Ai | 10/14/12S r Date Air Time Descri | 1 ntion | | 00.00 tart/End Time | Leng | th Ad-ID | | | Rate Type |
| , | /TAE Su 10 | | | | -10am | | 30 NRCCPA12 | 1005 🛮 | | \$300.00 NM |
| 17 10/15/12 | 10/15/12 | WTAE Noon News | 12-12:30pm | M | | :30 | 1 | \$500.00 | NM | |
| Weeks: | Start Date | End Date MTWTFSS | Spots/Week | | Rate | | | | | |
| | 10/15/12 | 10/21/12 M | 1 | | 00.00 | Lama | 45 A d 1D | | | Boto Typo |
| Spots: # C | | r Date Air Time Descri 0/15/12 12:29 PM WTAE | | _ | tart/End Time 2-12:30pm | | th Ad-ID 30 NRCCPA12 | 1005 🛮 | | <u>Rate Type</u> \$500.00 NM |
| | | | | V | | | 1 | \$500.00 | NM | |
| 18 10/17/12 | 10/17/12 | WTAE Noon News | 12-12:30pm | v | | :30 | 1 | \$500.00 | INIVI | |
| Weeks: | Start Date 10/15/12 | End Date MTWTFSSW | Spots/Week 1 | ¢.E | <u>Rate</u> 00.00 | | 90 | | | |
| Spots: # C | | | | | tart/End Time | Leng | th Ad-ID | | | Rate Type |
| | TAEW 10 | | | _ | 2-12:30pm | :3 | 30 NRCCPA12 | 1005 🛚 | | \$500.00 NM |
| 19 10/12/12 | 10/12/12 | 6-6:30pm News | 6-6:30pm | | -F | :30 | 1 | \$800.00 | NM | |
| Weeks: | Start Date | | Spots/Week | 0.0 | Rate | | | | | |
| Spots: # C | 10/08/12 h Day Ai | 10/14/12F r Date Air Time Descri | ption | | 00.00 tart/End Time | Leng | th Ad-ID | | | Rate Type |
| | | 6:08 PM 6-6:30 | | | -6:30pm | | 30 NRCCPA12 | 1005 🛮 | | \$800.00 NM |
| 20 10/15/12 | 10/15/12 | 6-6:30pm News | 6-6:30pm | M | | :30 | 1 | \$850.00 | NM | |
| Weeks: | Start Date | End Date MTWTFSS | Spots/Week | | Rate | | | | | |
| | 10/15/12 | 10/21/12 M | 1 | | 50.00 | | | | | |
| Spots: # C | | | - | | tart/End Time -6:30pm | | <u>th</u> <u>Ad-ID</u> 30 NRCCPA121 | 1005 □ | | Rate Type \$850.00 NM |
| | | /15/12 6:12 PM 6-6:30 | | | | | | | | \$850.00 NW |
| 21 10/16/12 | 10/16/12 | 6-6:30pm News | 6-6:30pm | -T- | | :30 | 1 | \$850.00 | NM | |
| Weeks: | Start Date | End Date MTWTFSS | Spots/Week | | Rate | | | | | |
| Spots: # C | 10/15/12 h <u>Day Ai</u> i | 10/21/12 -T r Date Air Time Descri | 1 ntion | | 50.00 tart/End Time | Lengt | th Ad-ID | | | Rate Type |
| | | /16/12 6:21 PM 6-6:30 | | | -6:30pm | | 30 NRCCPA12: | 1012 | | \$850.00 NM |
| 22 10/17/12 | 10/17/12 | 6-6:30pm News | 6-6:30pm | W | | :30 | 1 | \$850.00 | NM | |
| Weeks: | Start Date | End Date MTWTFSS | Spots/Week | | Rate | | | | | |
| Spots: # C | 10/15/12 h <u>Day Ai</u> i | 10/21/12W r Date Air Time Descri | 1 ption | | 50.00 tart/End Time | Lengt | th Ad-ID | | | Rate Type |
| | TAE W 10 | | | | -6:30pm | | 30 NRCCPA12 | L005 🛮 | | \$850.00 NM |
| 23 10/18/12 | 10/18/12 | 6-6:30pm News | 6-6:30pm | | Т | :30 | 1 | \$850.00 | NM | |
| Weeks: | Start Date | End Date MTWTFSS | Spots/Week | | Rate | | | | | |
| | 10/15/12 | 10/21/12T | 1 | \$8 | 50.00 | 1 | 4b Ad 1D | | | Date Torre |

INVOICE

Start/End Time

Length Ad-ID



Send Payment To:

WTAE P.O. Box 26887 Lehigh Valley, PA 18002-6887

Invoice Date Invoice Month Invoice Period Invoice # 923572-1 10/21/12 October 2012 10/01/12 - 10/18/12

Advertiser Product Estimate Number NECC NRCC IE 2012 2603

| Line Start Date End Date Description | Start/End Time | MTW | TFSS | Length | Spots/ Week | Rate | Туре | |
|--|-----------------------------|------------------------|---|--------|-------------------------------|----------|---|--|
| 23 10/18/12 10/18/12 6-6:30pm News | 6-6:30pm | | т | :30 | 1 | \$850.00 | NM | |
| Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Des</u> 1 WTAE Th 10/18/12 6:28 PM 6-6: | | | tart/End Time 6:30pm | | h <u>Ad-ID</u> 0 NRCCPA12 | 1005 🛭 | | <u>Rate</u> <u>Type</u> \$850.00 NM |
| 24 10/13/12 10/13/12 Sat Early News | 6-630p / 7-730p | | S- | :30 | 1 | \$550.00 | NM | |
| Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS 10/14/12 Spots: # Ch Day Air Date Air Time Des 1 Air Time Des 7:23 PM Sat | cription Early News | 6 | Rate 50.00 tart/End Time 630p / 7-730p | :3 | h <u>Ad-ID</u> 0 NRCCPA12 | | | <u>Rate</u> <u>Type</u> \$550.00 NM |
| 25 10/14/12 10/14/12 Sun Early News | 630-7p | | S | :30 | 1 | \$550.00 | NM | |
| Weeks: Start Date 10/08/12 End Date Properties MTWTFSS Properties Spots: # Ch Day Air Date Properties Air Time Des Properties 1 WTAE Su 10/14/12 6:43 PM Sun | cription 1 | <u>S</u> | Rate 50.00 tart/End Time 30-7p | | h <u>Ad-ID</u> 0 NRCCPA12 | 1005 🛭 | | <u>Rate</u> <u>Type</u> \$550.00 NM |
| 26 10/12/12 10/12/12 Inside Edition | 7-7:30pm | | -F | :30 | 1 | \$700.00 | NM | |
| Weeks: Start Date 10/08/12 End Date Properties MTWTFSS Properties 10/08/12 10/14/12 F Spots: # Ch Day Air Date Air Time Desc 1 WTAE F 10/12/12 7:22 PM Inside | 1 cription | \$7 <u>S</u> | Rate)0.00 tart/End Time 7:30pm | | h <u>Ad-ID</u> 0 NRCCPA12 | 1005 🛚 | 10 21 | <u>Rate</u> <u>Type</u> \$700.00 NM |
| 27 10/15/12 10/15/12 Inside Edition | 7-7:30pm | M | | :30 | 1 | \$750.00 | NM | |
| Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS 10/21/12 Spots: # Ch Day Air Date Air Time Desc 1 Air Time Desc 1 1 WTAE M 10/15/12 7:22 PM Inside | 1 cription le Edition | \$7: <u>S</u> 7- | Rate i0.00 art/End Time 7:30pm | | h <u>Ad-ID</u>) NRCCPA12 | 1005 🛭 | | <u>Rate Type</u> \$750.00 NM |
| 28 10/16/12 10/16/12 Inside Edition | 7-7:30pm | -T- | | :30 | 1 | \$750.00 | NM | |
| Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS 10/21/12 -T Spots: # Ch Day Air Date Air Time Desc Air Time Desc 1 WTAE Tu 10/16/12 7:14 PM Inside | 1 cription | \$75 <u>S</u> | Rate 0.00 art/End Time 7:30pm | | n <u>Ad-ID</u>) NRCCPA121 | L012 | | <u>Rate</u> <u>Type</u> \$750.00 NM |
| 29 10/17/12 10/17/12 Inside Edition | 7-7:30pm | W | | :30 | 1 | \$750.00 | NM | |
| Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS 10/21/12 Spots: # Ch Day Air Date Air Time Description Air Time Description 1 WTAE W 10/17/12 7:14 PM Inside | 1 cription | S | Rate 0.00 art/End Time 7:30pm | | n <u>Ad-ID</u>) NRCCPA121 | L005 D | | <u>Rate</u> <u>Type</u> \$750.00 NM |
| 30 10/18/12 10/18/12 Inside Edition | 7-7:30pm | | | :30 | 1 | \$750.00 | NM | |
| Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS 10/21/12 Spots: # Ch Day Air Date Air Time Desc 1 Air Time Desc 1 1 WTAE Th 10/18/12 7:14 PM Inside | 1 cription | St | Rate 0.00 art/End Time 7:30pm | | 1 <u>Ad-ID</u>) NRCCPA121 | .005 🛚 | *************************************** | <u>Rate</u> <u>Type</u> \$750.00 NM |
| 31 10/12/12 10/12/12 Entertainment Tonigh | nt 7:30-8pm | | -F | :30 | 1 | \$750.00 | NM | |
| Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS 10/14/12 Spots: # Ch Day Air Date Air Time Desc 1 Air Time Desc 1 1 WTAE F 10/12/12 7:59 PM Enter | 1 | \$75 <u>S1</u> | Rate 0.00 art/End Time 30-8pm | | <u>Ad-ID</u>) NRCCPA121 | .005 🛽 | | <u>Rate</u> <u>Type</u> \$750.00 NM |

INVOICE



Send Payment To:

WTAE P.O. Box 26887 Lehigh Valley, PA 18002-6887
 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 923572-1
 10/21/12
 October 2012
 10/01/12 - 10/18/12

 Advertiser
 Product
 Estimate Number

 NRCC
 NRCC IE 2012
 2603

Spots/

| | | | | | ı | | Spots/ | | | |
|-------------------------------------|--|--|--|--------------------------|--|----------------------|---------------------------|------------|------|---|
| Line Start Date | e End Date | Description | Start/End Time | MTW | TFSS | Length | Week | Rate | Type | |
| 32 10/15/12 | 10/15/12 | Entertainment Tonight | 7:30-8pm | M | | :30 | 1 | \$850.00 | NM | |
| Weeks: Spots: <u>#</u> C | Start Date 10/15/12 Ch <u>Day Ai</u> VTAE M 10 | - | | 5 | Rate 50.00 tart/End Time 30-8pm | | <u>Ad-ID</u>) NRCCPA1 | 21005 🛭 | | <u>Rate</u> <u>Type</u> \$850.00 NM |
| 33 10/16/12 | 10/16/12 | Entertainment Tonight | 7:30-8pm | -T- | | :30 | 1 | \$850.00 | NM | |
| Weeks: Spots: # C | Start Date 10/15/12 th <u>Day Ai</u> VTAE Tu 10 | | | 5 | Rate 50.00 tart/End Time 30-8pm | Length :30 | Ad-ID NRCCPA1 | 21012 | | <u>Rate</u> <u>Type</u> \$850.00 NM |
| 34 10/17/12 | 10/17/12 | Entertainment Tonight | 7:30-8pm | N | | :30 | 1 | \$850.00 | NM | |
| | TAEW 10 | /17/12 7:43 PM Enterta | inment Tonight | 7 | Rate 50.00 tart/End Time 30-8pm | | <u>Ad-ID</u>) NRCCPA1 | | | <u>Rate</u> <u>Type</u> \$850.00 NM |
| 35 10/18/12 | 10/18/12 | Entertainment Tonight | | | T | :30 | 1 | \$850.00 | NM | |
| Weeks: Spots: <u>#</u> C 1 W | Start Date 10/15/12 th Day Air /TAE Th 10 Credited | 10/21/12T <u>Date Air Time Descrip</u> /18/12 Enterta | Spots/Week 1 htion inment Tonight | <u>S</u> | Rate 50.00 tart/End Time 30-8pm | <u>Length</u> :00 | | | | <u>Rate</u> <u>Type</u> \$850.00 NM |
| 36 10/17/12 | 10/17/12 | Wed ABC Prime A | 8-9pm | W | | :30 | 1 | \$3,200.00 | NM | |
| Weeks: Spots: <u>#</u> C 1 W | <u>Start Date</u> 10/15/12 h <u>Day Air</u> /TAE W 10 | | | \$3,2 <u>S</u> | Rate 00.00 art/End Time 9pm | Length :30 | Ad-ID NRCCPA12 | 21005 🏻 | | <u>Rate</u> <u>Type</u> \$3,200.00 NM |
| 37 10/14/12 | 10/14/12 | Sun ABC Prime B | 8-9pm | | S | :30 | 1 | \$3,000.00 | NM | |
| | TAE Su 10, See MG TAE Su 10, | /14/12 Sun AB 37.2 /14/12 Sun AB | Spots/Week 1 tion C Prime B C Prime C | \$3,00 <u>S</u> 8- | Rate 0.00 art/End Time 9pm 10pm | <u>Length</u> :00 | | | | Rate Type \$3,000.00 NM \$3,000.00 NM |
| 3 W | See MG TAE Su 10 MG for 3 | | C Prime D | 10 | 0-11pm | :30 | NRCCPA12 | 21005 🛚 | | \$3,000.00 NM |
| 38 10/12/12 | 10/12/12 | M-Sun 11pm News | M-Su 11-11:35pm | | F | :30 | 1 | \$950.00 | NM | |
| Weeks: Spots: <u>#</u> CI 1 W | | End Date MTWTFSS 10/14/12F Date Air Time Descript 12/12 11:33 PM M-Sun 1 | | S | Rate 0.00 art/End Time Su 11-11:35pn | Length n :30 | <u>Ad-ID</u> NRCCPA12 | 21005 🛭 | | Rate Type \$950.00 NM |
| 39 10/15/12 | 10/15/12 | M-Sun 11pm News | M-Su 11-11:35pm | M | | :30 | 1 | \$1,000.00 | NM | |
| Weeks: Spots: <u>#</u> Ch 1 W | | End Date MTWTFSS 10/21/12 M Date Air Time Descript 15/12 11:26 PM M-Sun 1 | | | Rate 00.00 art/End Time Su 11-11:35pn | Length n :30 | <u>Ad-ID</u> NRCCPA12 | 1005 🛭 | | Rate Type \$1,000.00 NM |

INVOICE





Send Payment To:
WTAE
P.O. Box 26887
Lehigh Valley, PA 18002-6887

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 923572-1
 10/21/12
 October 2012
 10/01/12 - 10/18/12

| Ad rertiser | Product | Estimate Number |
|-------------|--------------|-----------------|
| NFCC | NRCC IE 2012 | 2603 |

Net Amount Due

\$27,306.25

www.thepittsburghchannel.com

| | , | | | | | | | Spots/ | | | |
|------|---|---------------------|---|---|-------------------------------|-------------------------------|------------------------------|------------------------------|--|------|-----------------------------------|
| Line | Start Date | End Date | Description | Start/End Time | MTW | TFSS | Length | Week | Rate | Туре | |
| 39 | 10/15/12 | 10/15/12 | M-Sun 11pm News | M-Su 11-11:35pm | M | | :30 | 1 | \$1,000.00 | NM | |
| 40 | 10/16/12 | 10/16/12 | M-Sun 11pm News | M-Su 11-11:35pm | -T- | | :30 | 1 | \$1,000.00 | NM | |
| | Weeks: | Start Date 10/15/12 | End Date | Spots/Week 1 | \$1,0 | <u>Rate</u> 00.00 | | | | | |
| | Spots: # Ch | | <u>r Date</u> <u>Air Time</u> <u>Descri</u> 0/16/12 11:26 PM M-Sun | | - | tart/End Time -Su 11-11:35 | | th <u>Ad-ID</u> 30 NRCCPA | 121012 | | <u>Rate Type</u> \$1,000.00 NM |
| 41 | 10/17/12 | 10/17/12 | M-Sun 11pm News | M-Su 11-11:35pm | W | | :30 | 1 | \$1,000.00 | NM | |
| | Weeks: | Start Date 10/15/12 | End Date MTWTFSSW | Spots/Week 1 | \$1,0 | <u>Rate</u> 00.00 | | | | | |
| | Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WTAE W 10/17/12 11:34 PM M-Sun 11pm News | | | _ | tart/End Time -Su 11-11:35 | | th <u>Ad-ID</u> 30 NRCCPA | | <u>Rate</u> <u>Type</u> \$1,000.00 NM | | |
| 42 | 10/18/12 | 10/18/12 | M-Sun 11pm News | M-Su 11-11:35pm | | r | :30 | 1 | \$1,000.00 | NM | |
| | Weeks: | Start Date 10/15/12 | End Date MTWTFSST | Spots/Week 1 | \$1,0 | <u>Rate</u> 00.00 | | p. | | | |
| | Spots: # Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WTAE Th 10/18/12 11:13 PM M-Sun 11pm News | | | art/End Time -Su 11-11:35 _l | | th <u>Ad-ID</u> 0 NRCCPA | 121005 🛚 | | Rate Type \$1,000.00 NM | | |
| | | | | | 1 | otal Spots | 4 | 41 | | | |
| | | | | | | | | | Gross Total | ı | \$32,125.00 |
| Pay | ment Te | erms 30 | Days | | | | | Agen | cy Commission | | \$4,818.75 |